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Four New **BETTER HYBRIDS** For Sweet Corn Growers

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**One Very Early—
Two Midseason of Better Yield
and Quality—Another That Has
Bettered Golden Cross In Several Tests**



You Should Learn About These And Our Other Hybrids



PEDIGREED SEEDS

Hybrid sweet corns,
potatoes, oats, peas,
barley, wheat, rye,
cabbage, field corn,
field beans, soy beans,
clovers and grasses.



HONEOYE FALLS, N. Y.

LIBRARY
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FARM CHEMICALS
★ Seed disinfectants,
seed inoculants,
fertilizers, sulphur,
gypsum, lime,
dust and spray materials.
Also drain tile.

To Sweet Corn Growers Everywhere:-

Only a few years ago the first hybrid sweet corns were introduced. They were received with much skepticism. Today, many gardeners and most canners use hybrids exclusively, so much more satisfactory and profitable are they. New hybrids are being developed each year, some good, some not. It is part of our job to be "not too slow to put off the old and not too fast to take on the new."

We offer hybrids only. Descriptions follow. Please read them carefully and also the planting suggestions on the back of this page. Then choose those that best suit your needs. The new hybrids are starred. You will like them.

Hybrid Sweet Corns

NOTE—Dates of ripening given below are approximate for our locality. They will vary with locality, date of planting, and temperature and moisture supply during growing period. Descriptions are based on good growing conditions. Our corn seed is treated with Semesan, Jr.

COCKCROW* 68 days here, 18 earlier than Golden Cross.

Parents. Quaker Hill strain Golden Gem and Golden Early Market Inbred Conn. 13.

Ears. Mostly 10 to 12 rowed, 7" to 8", light golden, broad kernels, sweet and tender. Good type. Very uniform.

Wilt Resistance. Not thoroughly tested, but better than Gem, because C13 is highly resistant.

Yields. Better than any corn as early and than many later.

Remarks. Cockcrow supplants the Gemcross P39 we introduced 2 years ago. It has the extreme earliness of both parents and retains quite successfully the prolificacy and quality of Gem, and the ear size, type and wilt resistance of Early Market. In addition, it has hybrid vigor. Cockcrow, in our estimation, is the gardener's best bet for first-on-the-market profits and satisfaction.

Supply is limited. We reserve right to limit amount to each customer.

SPANCROSS P39 72 days here, 14 earlier than Golden Cross.

Parents. Inbred Spanish Gold and Purdue Bantam.

Ears. Mostly 12 rowed, 7" to 8", bright yellow, excellent quality, very good shape and uniformity, resembles Golden Cross.

Wilt Resistance. Especially good. Well demonstrated.

Yields. 75% to 100% better than Spanish Gold, nearly equal to Golden Cross in number of ears and about 80% of Golden Cross in weight. Many plants produce two full sized ears and some three.

Remarks. Spancross P.39 is a proven money maker. Only a few days later than other early hybrids, it yields more, larger, and better appearing ears. Popular with canners for early harvesting.

WHIPCROSS C6.2 74 days here, 12 earlier than Golden Cross.

Parents. Whipple's Yellow Inbreds. Conn. 6 and 2.

Ears. 12 to 14 rowed, 7" to 8", light golden, excellent table quality, very good type and uniformity.

Wilt Resistance. Excellent. Produces well under wilt conditions that would ruin Whipple's Yellow, which is very susceptible.

Yields. 25% to 100% better than Whipple's Yellow. Stalks 6'.

Remarks. Earlier and better every way than Whipple's Yellow.

SUNCROSS P39 76 days here, 10 earlier than Golden Cross.

Parents. Golden Sunshine and Purdue Bantam.

Ears. Mostly 12 rowed, 7" to 8", light golden, larger and more uniform than Golden Sunshine.

Wilt Resistance. Good. Usually 70% to 80% healthy when wilt is bad enough to make Golden Sunshine a complete loss.

Yields. 25% to 40% better than Sunshine. Stalks about 6'.

Remarks. This hybrid is much more profitable than any of the old favorites ripening about the same time.

CHARLCROSS C2* 80 days here, 6 earlier than Golden Cross.

Parents. Charlevoix and Whipple's Yellow Inbred Conn. 2.

Ears. 12 to 16 rowed, 7" to 7½", beautifully golden, highest table quality. Excellent type and uniformity.

Wilt Resistance. Slight. Not safe in wilt areas.

Yields. 50% to 80% better than Golden Bantam.

Remarks. This hybrid is outstanding in type and quality.

QUAKER HILL O K* 80 days here, 6 earlier than Golden Cross.

Parents. Whipple's Yellow Inbred Conn. 2 and Bantam Inbreds Purdue 39 and Quaker Hill R, in a 3-way cross.

Ears. Mostly 12 rowed. 7½" to 8½", good shape, well filled. Broad, deep, golden kernels. Very good quality.

Wilt Resistance. Good.

Yields. Better than preceding hybrids, practically equal to Golden Cross, i. e., 50% to 100% better than Golden Bantam, for instance.

Remarks. Six days ahead of Golden Cross, with nearly equal quality and yield, this Hybrid O K offers canners and other users of Golden Cross the opportunity of advancing the harvest period.

QUAKER HILL X L* 82 days here, 4 earlier than Golden Cross.

Parents. Bantam Inbreds Purdue 39 and Quaker Hill R.

Ears. Mostly 12 rowed, 7½" to 8½", good type and uniformity. Broad, deep kernels of Bantam flavor, tenderness and color.

Wilt Resistance. Excellent.

Yields. Records and observations to date indicate yielding ability at least equal to Golden Cross, actually better in a number of tests.

Remarks. Slightly earlier, better flavor, larger kernels and perhaps a little better yield than Golden Cross. Better try it.

GOLDEN CROSS BANTAM 86 days here, 6 later than Bantam.

Parents. Purdue Bantam Inbreds 39 and 51.

Ears. 12 rowed, 7½" to 8½", light golden, ideal type, good size yet not too large, very uniform, and exceptionally attractive. Out-sells all other corns. Very high percentage marketable. Kernels narrower and deeper than Golden Bantam, very tender and sweet.

Wilt Resistance. Nearly 100% resistant to wilt. Makes nearly a full crop when other varieties fail completely.

Yields. Usually 50% to 100% better than any open pollinated corns ripening as early or earlier. Many plants produce two full sized ears ripening together. Stalks 6' to 7'.

Remarks. Golden Cross has proved highly satisfactory whenever length of growing season and market requirements are right. It ranks very high in quality and yield and well deserves its popularity.

REDGREEN 92 days here.

Parents. Conn. Inbreds 77 and 78.

Ears. 12 to 14 rowed, 8" to 9", pure white, Evergreen type, great uniformity, sweetest and tenderest of all white corns. Attractive and distinctive red and green husk coloring is a sales help.

Wilt Resistance. Not good. Should not be grown in wilt areas.

Yields. 25% to 50% better than Stowell's Evergreen. Two good ears on nearly every stalk if well spaced. Stalks 7' to 9'.

Remarks. A delicious corn for late harvest. Profitable for gardeners or canners outside the wilt areas. A favorite for corn roasts.

HYBRIDS GOOD ONLY FOR FIRST CROP

The amazingly better results from hybrid seed are secured only in the first crop. Later crops are less vigorous, more variable and quickly drop back to the level of their parent strains. It is necessary therefore, in order to get maximum results, to use each year seed that was produced by controlled cross pollination.

Family Garden Assortment

Everybody likes sweet corn. Nothing smells or tastes so good. It's healthful and nutritious, too. But was there ever a summer when your garden supplied it as long as you wished? Usually, it's feast for a few days, then only memories until next summer. To remedy that was the idea behind our Family Garden Assortment.

Here is a package of assorted hybrid sweet corn seeds, ripening in succession, that provides an average family with an abundance of delicious fresh sweet corn from early summer till fall and plenty to can for winter. It includes 4 oz. each, Cockcrow, Spancross, Quaker Hill O K and 1 lb. Golden Cross with directions for planting. Lots of enjoyment and real savings on food costs come in this package. Decide now to feast on sweet corn this summer. For health and happiness and—yes, for food economy too, plant our sweet corn assortment. Price \$1.00 post paid in U. S. In Canada \$1.20.

Prices - All Hybrids

Bags Free. Prices subject to change without notice. Orders subject to confirmation.

Postpaid, ¼ lb. 20¢; ½ lb. 25¢; 1 lb. 40¢; 2 to 19 lbs. 30¢ per lb.

Freight collect, 20 to 99 lbs. 23¢; 100 lbs or more, 20¢ lb.

Two lb. packages or larger take price for total weight ordered.

CASH DISCOUNTS for full payment with order; 1% to Mar. 15, 2% to Feb. 15, 3% to Jan. 15, 4% to Dec. 20. TERMS otherwise are 20% payment with order and balance before shipment or COD on arrival with collection fees added.

Yours for the best in sweet corn,

K. C. LIVERMORE

P. S. Better order today.

SCRUB SEEDS WASTE MONEY

GOOD SEEDS MAKE MONEY

Our Early-To-Late Series

To get the most enjoyment and profit out of sweet corn, home gardeners, roadside stand gardeners and some market gardeners should plant hybrids that will provide a continuous harvest, from the earliest possible to the last of the season. Canners find it better to include hybrids that are earlier than the main crop, in order to lengthen the harvesting period and lessen weather risks. For some markets only the earliest possible corns pay well; for others the latest; and for some there are in-between periods when prices are usually highest. Our series of hybrids, ripening at intervals, helps you plant to meet your market requirements. Our offerings and recommendations are based on careful study of numerous sweet corn trials all over the Country and reports from our customers, as well as our own experience. We believe we are offering the best and most profitable hybrids available in their respective periods of ripening.

PLANTING SUGGESTIONS

Early market prices usually are highest. To make the most of them we suggest one or two small successive plantings of Cockerow before weather conditions are quite safe. Select early ground. Use our treated seed. Do not plant too deeply. Then when conditions are safe, plant at one time all the Cockerow and Spancross you can pick and sell in 6 to 10 days. If any of the first plantings is lost,

replant with any yellow sweet corn or other crop. One of these plantings on the market ahead of the crowd will more than repay the labor and seed lost on several.

For a continuous supply, make at least one planting of Cockerow a few days before the safe date. Then, when it is safe, plant at one time equal areas with seed from each of these three groups: (1) Cockerow; (2) Spancross, Whipcross C6.2, Suncross; (3) Charlcross, Hybrid O K, Hybrid X L, Golden Cross. Each area should be what you want to pick and sell in a 6 to 8 day period. Then at weekly intervals plant additional areas of Hybrid X L or Golden Cross, up to 80 days from your fall freezing date. This will give as continuous a supply as can be arranged, of quality corn that will win and hold your customers.

If your late markets are extra good, make several plantings of Hybrid X L or Golden Cross 100 to 80 days before the fall freezing date or 2nd plantings of Cockerow, or Spancross 80 to 60 days before that date.

Because hybrids are such vigorous growers, they must have normal or greater spacing. If your stand is too thick, be sure to thin it.

Why Are Hybrid Sweet Corns Used More and More?

The explanation is simple. Compared with old varieties of equal earliness, the leading hybrids yield 25% to 100% more; they are much more uniform in ripening and in size and type of ear; and they equal or excel in sweetness and tenderness. They have other advantages, too. Hybrid vigor enables them to better endure drouth and resist root rot. Some of the hybrids show marked resistance to Stewart's Bacterial Wilt Disease, which caused such heavy losses in '33 and which may occur again. Vigor also enables them to retain satisfactory eating quality several days longer after ripening than other sweet corns. Their greater uniformity means fewer pickings, often only one and a larger percentage of marketable ears harvested. It means fewer immature or overripe ears and more perfect ears. For marketing or canning, this uniformity is very valuable.

Scores of tests by experiment stations, seedsmen, canners and gardeners have proved these facts. In brief, the better hybrids pay better, a lot better—in fact, so much better that careful growers who have used them would not plant the old kinds again, even if the seed were furnished free.

The above statements are true of the leading hybrids but not of all the hybrids on the market today. The wonderful performance of several of the first hybrids put out, led to the introduction of scores of other hybrids, many of which are very little better than the old varieties. So in choosing sweet corn hybrids today, it is important to know the performance records.

How Are Hybrid Sweet Corns Produced?

Recently plant breeders learned that by artificially inbreeding strains of corn for some years, then crossing them by controlled pollination, they usually get in the first crop remarkable "hybrid vigor" and also always the same definite and uniform characteristics. After producing hundreds of inbred strains and crossing them in thousands of different combinations, breeders have succeeded in finding combinations that produce vigorous hybrids that are mighty near perfection in other characters as well.

The controlled crossing of two different corns is accomplished by planting one row of the pollen parent to every two to four rows of the seed parent. Every plant in the seed rows is kept detasselled thruout the season so that their ears are fertilized by the pollen parent. The two parent strains have to be maintained separately, and kept strictly self fertilized. Timeliness, thoroughness and everlasting watchfulness are absolutely essential.

Quaker Hill Farm was one of the first in the Country to produce commercially by cross pollination these new hybrid sweet corns. We have gained the experience, acquired the technique, trained the help and provided the equipment for producing reliable hybrid seed. Our sweet corn seed goes into nearly every State and into Canada.